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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/837,377	04/19/2001	Mark Landesmann	084561/0105	7342

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EXAMINER

LE, KHANH H

ART UNIT	PAPER NUMBER
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3622

DATE MAILED: 10/04/2006

Please find below and/or attached an Office communication concerning this application or proceeding.

Office Action Summary

Application No.

09/837,377

Applicant(s)

LANDESMANN, MARK

Examiner

Khanh H. Le

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-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

- 1) ☒ Responsive to communication(s) filed on 23 November 2004.
- 2a) ☐ This action is **FINAL**. 2b) ☒ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

- 4) ☒ Claim(s) 1,77-84,91,112,167-174 and 181 is/are pending in the application.
- 4a) Of the above claim(s) _____ is/are withdrawn from consideration.
- 5) ☐ Claim(s) _____ is/are allowed.
- 6) ☒ Claim(s) 1,77-84,91,112,167-174 and 181 is/are rejected.
- 7) ☐ Claim(s) _____ is/are objected to.
- 8) ☐ Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

- 9) ☒ The specification is objected to by the Examiner.
- 10) ☐ The drawing(s) filed on _____ is/are: a) ☐ accepted or b) ☒ objected to by the Examiner.
- Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
- Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

- 12) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☐ All b) ☐ Some * c) ☐ None of:
1. ☐ Certified copies of the priority documents have been received.
 2. ☐ Certified copies of the priority documents have been received in Application No. _____.
 3. ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

* See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

- | | |
|---|---|
| 1) <input checked="" type="checkbox"/> Notice of References Cited (PTO-892) | 4) <input type="checkbox"/> Interview Summary (PTO-413)
Paper No(s)/Mail Date. _____ |
| 2) <input type="checkbox"/> Notice of Draftsperson's Patent Drawing Review (PTO-948) | 5) <input type="checkbox"/> Notice of Informal Patent Application |
| 3) <input checked="" type="checkbox"/> Information Disclosure Statement(s) (PTO/SB/08)
Paper No(s)/Mail Date <u>See Continuation Sheet</u> . | 6) <input type="checkbox"/> Other: _____ |

Continuation of Attachment(s) 3). Information Disclosure Statement(s) (PTO/SB/08), Paper No(s)/Mail Date :7/14/2006;
11/15/2005; 08/09/2005;01/31/2005; 05/12/2003; 01/29/2002; 11/08/2001; 08/09/2001

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DETAILED ACTION

1. This Office Action is responsive to the original application and the preliminary amendment dated November 23, 2004. Claims 1, 77-84, 91, 167-174, 181-112 are pending with claims 1, 91, 181 and 197 as independent.

Objections to Specifications:

2. Specifications at page 18 mention Fig. 13: there is no Figure 13. Appropriate correction is required.

Claim Rejections - 35 USC § 102

3. The following is a quotation of the appropriate paragraphs of 35 U.S.C. 102 that form the basis for the rejections under this section made in this Office action:

A person shall be entitled to a patent unless —(b) the invention was patented or described in a printed publication in this or a foreign country or in public use or on sale in this country, more than one year prior to the date of application for patent in the United States.

4. **Claims 1, 91 are rejected under 35 U.S.C. 102(b) as being anticipated by Goldhaber, US 5855008, hereinafter Goldhaber.**

Goldhaber discloses:

A consumer driven system (i.e. consumer owns the profiles : col 14 l. 56-60; col 6 l. 28-35; consumer shares these profiles as desired: col 8 l. 40-57), via trading houses (see col 19-20) , for the benefit of both consumers and advertisers (col 4 l. 25-31).

The benefit to consumers is to receive competing content/ads customized to their needs/preferences. To advertisers, use of consumer profiles allow reaching more willing customers whose attention has been secured w/ relevant customized ads/offers. GOLDHABER

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further discloses actual purchase histories (or proofs of purchases, hereinafter, "POP's") are known to be valuable for advertisers: to this end advertisers have used point of sale tracking (see GOLDHABER ., col 6 l. 28-35), and GOLDHABER .'s invention includes on-line POP's (col 6 l. 50-65; col 13-20; col 7 l. 31-32).

GOLDHABER discloses user voluntary submission of profiles in exchange of a benefit from plural competing independent providers(col 8 l. 1-18; receipt of targeted information, specialized targeted ads (col 6 l. 28-35; col 8 l. 22-40), payments for viewing ads); complementing the profile by allowing tracking of on-line behavior including on-line transactions (POP's) (col 6 l. 50-65; col 13-20; col 7 l. 31-32) and tracking of other habits (col 6 l. 50-65) ; interactive user editing/ deletion of transaction records from the profile (col 6 l. 50-65); protection of privacy (col 7 l. 62-67;col 14 l. 137 -39); interacting with presented ads (col. 16 l. 17-20) ; rating of presented ads (col. 13 l. 50-51); matching of consumers to advertisers criteria (col 14 l. 30-46); consumer profiles stored at their PC or in another database of the on-line system (col 14 l. 47-54); only information matched above certain threshold set by the consumer is delivered (col 14 l. 56-62); coupons and discount offers to induce buying (col 3 l. 30-45); internet advantages (col 3 l. 48-55); credit histories as commodities (col 20 l. 38-55).

Thus, as to claims 1 and 91, Goldhaber discloses:

A computer-implemented method and system for buyer-driven targeting comprising:
separately receiving directly or indirectly for from each of a plurality of buyer entities at least one a-respective third party proof of purchase record (col 6 l. 50-65; col 13-20; col 7 l. 31-32; col 6 l. 50-65)

storing information associated with said data (col 6 l. 50-65);

helping make with respect to at least one of said buyer entities, based at least in part on said data, at least one decision associated with the offering of at least one from among a plurality of different preferential contingent incentives (col 6 l. 28-35; col 8 l. 22-40),;

facilitating the offering of at least one of said preferential contingent incentives to said buyer entity (col 6 l. 28-35; col 8 l. 22-40; col 3 l. 30-45).

5. Alternate rejection of Claims 1, 91 :

Claims 1, 91 are rejected under 35 U.S.C. 102(e) as being anticipated by Jones III et al., US 6925441, herein Jones III.

As to claims 1, 91, Jones III discloses:

A method and system for buyer-driven targeting comprising:

a first component for separately receiving directly or indirectly from each of a plurality of buyer entities at least one respective third party proof of purchase record (Figs 3, 6 and associated text, col. 5 lines 40-55; col. 13 lines 19-46; 62-67)

a second component for storing information associated with said data (Figs. 3, 6 and associated text, col. 5 lines 40-55; col. 13 lines 19-46; 62-67);

a third component for helping make with respect to at least one of said buyer entities, based at least in part on said data, at least one decision associated with the offering of at least one from among a plurality of different preferential contingent incentives (col. 5 lines 40-55; Fig 3 , especially item 307, and associated text);

a fourth component for facilitating the offering of at least one of said preferential contingent incentives to said buyer entity (abstract, col. 5 lines 40-55; Fig 3 , especially item 307, and associated text).

Claims Rejections. 35 U.S.C. 103

6. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject

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matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

7. Claims 77-79, 167-169 are rejected under 35 U.S.C. 103(a) as being unpatentable over Jones III as applied to claims 1 and 91 above, and further in view of Blahut et al., US 5532735 A, herein Blahut.

As to claims 77-78,167-168,

Jones III does not but Blahut does disclose:

monitoring the receiver of an interactive television (abstract) to determine if an ad is shown by the receiver and has been viewed (not been zapped) ("*Zapping means fast forwarding through or otherwise avoiding commercials.*" (Specifications at [0253])) by the buyer entity (abstract; col. 2 lines 19-24); and

providing an incentive reward to the buyer entity if the ad has been viewed wherein the incentive reward is a reduction in a pay per view charge for a program being viewed at the same time as the ad (abstract; col. 2 lines 19-24).

(Blahut discloses an interactive television ("ITV") system wherein viewers are allowed to select a desired level of advertisements with which they are provided. The technique comprises transmitting to a interactive services subscriber location a program and a set of advertisements (collectively referred to as a "show"). The set of advertisements is selected based upon an input from a user associated with the interactive services subscriber location. The input comprises an indicator of an amount of advertisements in the set of advertisements. Another feature of the ITV system described is that it allows for adjusting an amount of a bill of a subscriber to interactive television services based upon the amount of advertisements viewed in a show.)

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It would have been obvious to one skilled in the art at the time the invention was made to add Blahut's interactive TV as a communications channel to Jones III because such channel is a "natural" (effective) means of communication (Jones, col. 4 lines 55-58), when the consumer requests information such as pay-per-view content, while further enticing viewing of the ads/offers by subsidizing the content as taught by Blahut.

As to claims 79, 169:

Jones III discloses categorizing of purchases listed from a plurality of independent third parties in the proof of purchase records based on a set of categories (col. 11 lines 63-65; col. 13 lines 43-45);

calculating at least one score for a buyer entity (col. 12 lines 61-65) based on the amount purchased in one or more selected categories (col. 13 lines 40-45; col. 14 lines 7-16); and providing incentives determined in accordance with at least one of the scores of the buyer entity (Fig. 8 : "customer value scoring" based on transaction history; col. 14 lines 8-16).

Jones III does not but Blahut does disclose:
monitoring the receiver of an interactive television to determine if an ad has been zapped; and providing an incentive to the buyer entity if the ad has not been zapped and wherein the incentive is reduction of pay per view for ad viewed with program (abstract; col. 2 lines 19-24).

It would have been obvious to one skilled in the art at the time the invention was made to add Blahut to Jones III because pay-content viewing is just another purchase transaction and using the interactive TV channel is a "natural" (effective) means of communication when the consumer is so engaged (Jones, col. 4 lines 55-58) while further enticing viewing of the ads/offers by subsidizing the content as taught by Blahut.

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8. Alternate rejection for claims 77-79, 167-169.

Claims 77-79, 167-169 are rejected under 35 U.S.C. 103(a) as being unpatentable over Jones III as applied to claims 1 and 91 above, and further in view of Neel et al., US 5838314.

As to claims 77-79, 167-169, Jones III discloses categorizing of purchases listed from a plurality of independent third parties in the proof of purchase records based on a set of categories (col. 11 lines 63-65; col. 13 lines 43-45);

calculating at least one score for a buyer entity (col. 12 lines 61-65) based on the amount purchased in one or more selected categories (col. 13 lines 40-45; col. 14 lines 7-16); and providing incentives determined in accordance with at least one of the scores of the buyer entity (Fig. 8 : “customer value scoring” based on transaction history; col. 14 lines 8-16).

Jones III does not disclose but Neel does:
monitoring the receiver of an interactive television to determine if an ad has been zapped; and providing an incentive to the buyer entity if the ad has not been zapped (col. 5 lines 31-39) and wherein the incentive is reduction of pay per view for ad viewed w/ program (col. 5 lines 31-39).

It would have been obvious to one skilled in the art at the time the invention was made to add Neel to Jones III because pay-content viewing is just another purchase transaction and using the interactive TV channel is a “natural” (effective) means of communication when the consumer is so engaged (Jones, col. 4 lines 55-58) while further enticing viewing of the ads/offers by subsidizing the content as taught by Neel.

9. Claims 80- 84, 170-174, 181-185, 187-192,194-201, 203-208, 210-212 are rejected under 35 U.S.C. 103(a) as being unpatentable over Jones III (as applied to claims 1

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and 191 above for claims dependent thereon), and further in view of Neel et al., US 5838314.

As to claims 80, 170, 192, 208,

Jones/Neel discloses the limitations of these claims that are common to claims 79, or 169 (see above). Further Jones does not disclose but Neel discloses:

selecting ads based on TV program received at receiver (col. 5 lines 24-28) to display in sequence (col. 5 lines 16-21: different ads sent based on what was viewed previously is interpreted as a sequence of different ads). It would have been obvious to one skilled in the art at the time the invention was made to add Neel to Jones so not to repeat the same ads (Neel, col. 5 lines 16-21).

As to claims 81, 181 (independent claim), 182, and their parallels 171, 197 (independent claim), 198, 8Jones III discloses:

categorizing of purchases listed from a plurality of independent third parties in the proof of purchase records based on a set of categories (col. 11 lines 63-65; col. 13 lines 43-45);

calculating at least one score for a buyer entity (col. 12 lines 61-65) based on the amount purchased in one or more selected categories (col. 13 lines 40-45; col. 14 lines 7-16); and providing incentives determined in accordance with at least one of the scores of the buyer entity (Fig. 8: "customer value scoring", col. 14 lines 8-16).

As discussed with respect to claim 80, Jones III does not but however Neel does disclose selecting a sequence of ads to be displayed at a receiver based on a particular television program being received by a receiver of the buyer entity (col. 5 lines 24-28; col. 5 lines 16-21).

Neither Jones III nor Neel teaches ads served based on both a particular television program being received and on the scores of that buyer entity as claimed. However, it would

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have been obvious to one skilled in the art at the time the invention was made to add the two above-discussed separate teachings of Jones III and Neel as a synergistic multivariate tool to produce an enhanced better value offer (Jones, abstract, col. 4 lines 10-14).

As to claims 82, 172, 194, 210,

as discussed above, Jones III discloses categorizing of purchases listed from a plurality of independent third parties in the proof of purchase records based on a set of categories;

calculating at least one score for a buyer entity based on the amount purchased in one or more selected categories; and

as discussed with respect to claim 80, Neel discloses determining an incentive for viewing a television advertisement based on particular television program being received by a receiver of the buyer entity.

The motivation to combine is the same as above discussed.

As to claims 83, 173, 195, 211

as discussed with respect to claim 80, Jones III discloses categorizing of purchases listed from a plurality of independent third parties in the proof of purchase records based on a set of categories;

calculating at least one score for a buyer entity based on the amount purchased in one or more selected categories; and

Neel discloses determining an incentive for viewing a television advertisement based on a password entered from a receiver of the buyer entity (col. 5 lines 8-40: the user is inherently identified by some password).

The motivation to combine is the same as above discussed.

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As to claims 84, 174, 184, 191, 196, 200, 212, 207,
as discussed with respect to claim 80, Jones III discloses
categorizing of purchases listed from a plurality of independent third parties in the
proof of purchase records based on a set of categories;
calculating at least one score for a buyer entity based on the amount purchased
in one or more selected categories; and

Neel discloses determining an incentive for viewing a television advertisement based on a
predetermined response (program entered) from a receiver of the buyer entity (col. 5 lines 15-40)
The motivation to combine is the same as above discussed.

As to claims 183, 199, Jones III/ Neel discloses claim 181, and Jones III further
discloses:

calculating a separate score for a buyer entity in each of a plurality of categories based
on the amount purchased by the buyer entity in the respective category (see e.g., Fig 9, item 136
, an “offer specific variables” score which is based on the particular goods or services and also
on the particular consumer purchase history, see Fig. 7)

calculating a composite score for a particular buyer entity (Fig 9, item 144 the “offer
specific score”) in accordance with a function of the separate scores for a plurality of selected
categories for the particular buyer entity (Fig 9, item 144 is derived from some functions, and
based in part on item 136 , an “offer specific variables” score which is based on the particular
goods or services and the particular consumer purchase history, see Fig. 7,) ; and

wherein said selecting step comprises selecting advertisements based in part on the
composite score (Fig 12 and associated text: the offer is made or not based partly on the
customer composite score, item 174 “offer specific score”).

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As to claims 185, 201, Jones/Neel discloses claim 181. Further, Jones III discloses: calculating scores based on purchases categories (Figs 3, 8) and updating such purchases categories data (col. 13 lines 47-61) (interpreted as recalculating at least one score for a buyer entity for one of the categories based on information on the updated purchase categories).

Jones III does not disclose recalculating the score based on information on video channel viewing habits or the viewing of a particular television program by that buyer entity. However, since pay per view programs are also purchases, which Neel discloses can be monitored for targeted advertising, it would have been obvious to one skilled in the art at the time the invention was made to add recalculating the score based on information on video channel /or program viewing habits, to produce better value offers determined based on multivariate techniques(Jones, abstract,(col. 4 lines 10-14).

As to claims 187, 203, Jones/Neel discloses claim 185, and Jones discloses recalculating an incentive by applying said recalculated score of said buyer entity to an incentive function (Figure 12: calculating of the NPV score based on updated consumer purchase histories, col. 13 lines 47-61. The NPV determines whether an offer is made or not, therefore it is interpreted the incentive is thereby recalculated).

As to claims 188, 204, Jones/Neel discloses claim 185, and as discussed in claim 187 above, Jones further discloses providing a plurality of said incentive offers from different advertisers, including each of the plurality of the incentive offers being based on the recalculated score. As discussed above, Jones NPV (Fig. 12) determines whether or not an offer is made thus, when then NPV is based on a recalculated score, it is interpreted that Jones discloses determining the prominence of the offers based on the recalculated score .

As to claims 189, 205, Jones III in view of Neel discloses claim 181 and Neel discloses

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monitoring the receiver of a video channel to determine if an ad is shown by the receiver and has not been zapped by the buyer entity; and providing an incentive reward to the buyer entity if the ad has not been zapped (col. 5 lines 15-40).

As to claims 190, 206, Jones III in view of Neel discloses claim 189 and Neel discloses wherein the incentive reward is a reduction in a pay per view charge for a program being viewed at the same time as the ad (col. 5 lines 15-40). The motivation to combine is the same as above discussed.

10. Claims 186, 202 are rejected under 35 U.S.C. 103(a) as being unpatentable over Jones III in view of Neel et al., US 5838314, as applied to claims 185 and 201 above, and further in view of Schultz et al US 5056019 A.

As to claims 186, 202, Jones/Neel discloses claim 185. Further, Jones III does not disclose determining if the recalculated score qualifies said one of the buyer entities for an on-going incentive but Schultz discloses offers made continuously to consumers (ongoing incentives) (col. 6 lines 5-12) based on qualified purchases.

It would have been obvious to one skilled in the art at the time the invention was made to add Schultz' on going incentive teaching to Jones/Neel method to encourage further purchases (Schultz, col. 6 lines 5-6, 12).

11. Claims 193 and 209 are rejected under 35 U.S.C. 103(a) as being unpatentable over Jones III in view of Neel et al., US 5838314 and Schultz as applied to claims 181 and 197 above, and further in view of Clarke US 5502636A.

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As to claims 193, 209, Jones/Neel discloses the limitations common with claims 181 and 197 above, including sending sequence of ads to particular buyers. Jones/Neel does not disclose the buyers are groups of buyers. However Clarke discloses sending advertising/coupons to groups of consumers based on their profiles via television broadcast (abstract, Figure 1, col. 2 lines 30-41). It would have been obvious to one skilled in the art at the time the invention was made to substitute Clarke plural consumers to Jones/Neel if desiring to reach groups of consumers.

Conclusion

12. The prior art made of record and not relied upon is considered pertinent to applicant's disclosure.

***Garg US 6571216 discloses differential rewards involving many parties and reward schemes with dynamic user profiling.

***Tiley et al. US 7020623 discloses equivalency of the different media for delivering ads, e.g. internet TV or cable TV (col. 17 lines 1-40) with cookies used to ID the user. Tiley also discloses categorizing products and rating products in a formula in order to calculate a particular incentive (col. 10 lines 18-65, col. 11 lines 58-62), monitoring purchasers ID and POPs and basing the incentives thereon (col. 9 lines 25-60). Incentives also based on other factors (col. 10 lines 26-29).

Kepecs, US6330543, discloses online offers delivered to users to be redeemed at retail physical stores, targeted offers, individualized discounts determined by comparison matching of users and offers) [6:63-68]; keeping track of online history including offer selection and offer viewing [3:9-18].

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Walker US 6571216 discloses customized reward offers to groups based on historical group aggregate performance.

Kurtzman, II et al., US 6144944, discloses efficient delivery of targeted content and ads.
Merriman, US 2002/0099600, (effective 6/15/98) discloses automatic placement of ads

****Chatani, US 7047302 discloses subsidized pay per view by watching ads, monitoring of ads viewing.**

****Logan 5721827 discloses personalized ads delivered with pay per view digital content wherein each viewed ad is monitored and serves to subsidize the costs of the requested digital content.**

***Dedrick US 6016509 discloses metering mechanism for distribution of electronic information.**

Dedrick US 5752238 discloses Consumer-driven electronic information pricing mechanism.

***Dedrick US 574521 discloses method and apparatus for providing electronic advertisements to end users in a consumer best-fit pricing manner**

Hailpern et al, US 6922672, discloses targeted promotions dynamically delivered to tracked online, TV, ppv, and mobile consumers and changing based on composition of customers pool and goods/services inventory (see col. 4).

Cantrell, US 2002/0194215 A1, effective date:
10/31/2000, discloses an advertising application providing
advertisers with the tools to generate and control an advertising campaign and supporting a multitude of publishers.

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Cantrell, US 2002/0103698 A1, effective date: 10/31/2000, discloses advertiser control over the creation and deployment of online ad campaigns through a web-browser interface, including the design of the ad, the selection of an advertising channel in which the created ad will be displayed, the monitoring of the effectiveness of the advertising campaign, and the redesign and redeployment of the ad.

U.S. Pat. No. 5,285,278 to also teaches a television-based coupon reception system. Coupon information is encoded into a television broadcast signal and decoded at the consumer's television by circuitry similar to that used for closed-caption broadcast decoding. The extracted coupon information is then recorded on a medium such as a magnetic stripe card or a microprocessor-based "smart card". The user can then present the medium at the supermarket in order to automatically receive the appropriate discount.

U.S. Pat. No. 5,249,044 to Von Kohorn describes a television-based coupon reception system wherein coupon information is transmitted along with program information to a broadcast audience. A member of the audience can generate a coupon for subsequent redemption at a store. The consumer uses a signaling device (such as a key pad controller for a set-top box) to enter an offer code for the item or service desired and a household identification code. That information is stored, then later transmitted in a data packet to a single broadcast location. Subsequently, a return signal from the single broadcast location generates, via a printer device interfaced with the television and set-top box, a coupon or other reward. This method would enable consumers to self-select preferred rewards for products and services.

Wachob US 5115591 discloses targeted ads delivered through cable TV, with alternating/substituting channels, procreation of viewers who watch together for targeted content delivery.

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* degrees of relevance to this application

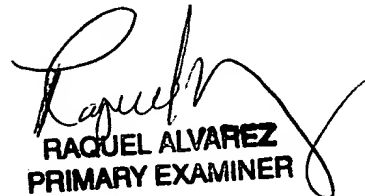
13. Any inquiry concerning this communication or earlier communications from the examiner should be directed to Khanh H. Le whose telephone number is 571-272-6721. The Examiner works a part-time schedule and can normally be reached on Tuesday-Wednesday 9:00-6:00.

If attempts to reach the Examiner by telephone are unsuccessful, the Examiner's supervisor, Eric Stamber can be reached on 571-272-6724. The fax phone numbers for the organization where this application or proceeding is assigned are **571-273-8300** for regular communications and for After Final communications. Any inquiry of a general nature or relating to the status of this application or proceeding should be directed to the receptionist whose telephone number is 571-272-3600. For patent related correspondence, hand carry deliveries must be made to the Customer Service Window (now located at the Randolph Building, 401 Dulany Street, Alexandria, VA 22314).

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free).

September 29, 2006

KHL


RAQUEL ALVAREZ
PRIMARY EXAMINER